

WELCOME TO
A SMOKING PLACE



A Smoking Place is sponsored by
Philip Morris Management Corp., NY, NY

♻️ Printed on recycled stock.

PM3006558621

P EOPLE HAVE DIVERSE EXPECTATIONS

REGARDING SMOKING. WHILE SOME

PEOPLE ENJOY SMOKING AND EXPECT

TO BE ABLE TO SMOKE IN PUBLIC

VENUES SUCH AS AIRPORTS, OTHERS

EXPECT PUBLIC VENUES TO BE

NON-SMOKING AREAS. THE CONCEPT

OF *A Smoking Place* WAS DEVELOPED

BY PHILIP MORRIS TO DEMONSTRATE

THAT BOTH OF THESE EXPECTATIONS

CAN BE ACCOMMODATED.

Can people under the age of 18 use tobacco products in *A Smoking Place*?

No. Only people 18 years of age or older may use tobacco products in *A Smoking Place*. We recognize that the issue of smoking is not viewed exactly the same way in all countries. While we respect the viewpoints of different cultures, in New York State the sale of tobacco products is restricted to individuals 18 years of age or older. As a responsible manufacturer and marketer of such products, we have similarly restricted the use of tobacco products in *A Smoking Place* to individuals who are 18 years of age or older.

We do not want under-age youths in the United States or any other country to smoke. Philip Morris has a long-standing commitment to a number of programs designed to prevent youths from smoking. Please support us in our decision to discourage youths from using tobacco products.

Can tobacco products be obtained in *A Smoking Place*?

No. Tobacco products are not available for sale or sample.

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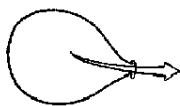
EFFECTIVE USE OF VENTILATION

While there are numerous designs and technologies that can provide comfortable environments and accommodate smoking, we have selected an energy efficient and practical design based on thermal displacement.

The design of *A Smoking Place* relies on two basic principles of air flow:



Warm air rises, displaced by heavier, cooler air.



Air always moves from an area of higher pressure to an area of lower pressure.

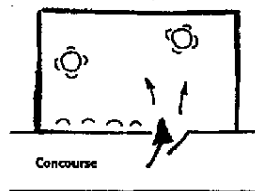
Air that is a few degrees cooler than the room air spills onto the floor of the space from diffuser columns at a very low velocity so there are no drafts.

As the air warms, it rises – displacing the air above it and carrying with it tobacco smoke as well as other constituents of the indoor air. The air is exhausted at ceiling level.



Air flow creates chimney effect.

Using the principle of air movement as shown in the balloon example above, effective use of ventilation keeps *A Smoking*



Place at lower pressure relative to the adjacent non-smoking areas. As a result, even when the lounge doors are open the air flows into the space from the concourse and not the other way around. Thus, people's diverse expectations regarding smoking in public venues can be accommodated.

Place at lower pressure relative to the adjacent non-smoking areas. As a result, even when the lounge doors are open the air flows into the space from the concourse and not the other way around. Thus, people's diverse expectations

Architecture: Shea Architects, Inc.,
Minneapolis, MN
Engineering: Dunham Associates, Inc.,
Rapid City, SD

Displacement Diffuser: Halton Company,
Scottsville, NY
Construction: Radon Construction Inc.,
Ronkonkoma, NY

Jazz Lounge Photography:
Bob Day, New York, NY
Bruno Hubschmid, Zurich, Switzerland

Mural Photography:
EPG International, New York, NY

The music in the lounge is by some of

our favorite jazz artists —

musicians who have performed in the

Philip Morris Superband Series.

Inaugurated in 1985, the Superband Series

sponsored over 200 musicians to perform

in 68 cities in 34 countries.

Many of these musicians are pictured

in the photographs on display in the lounge.

We hope you enjoy the unique sounds

of these jazz greats.



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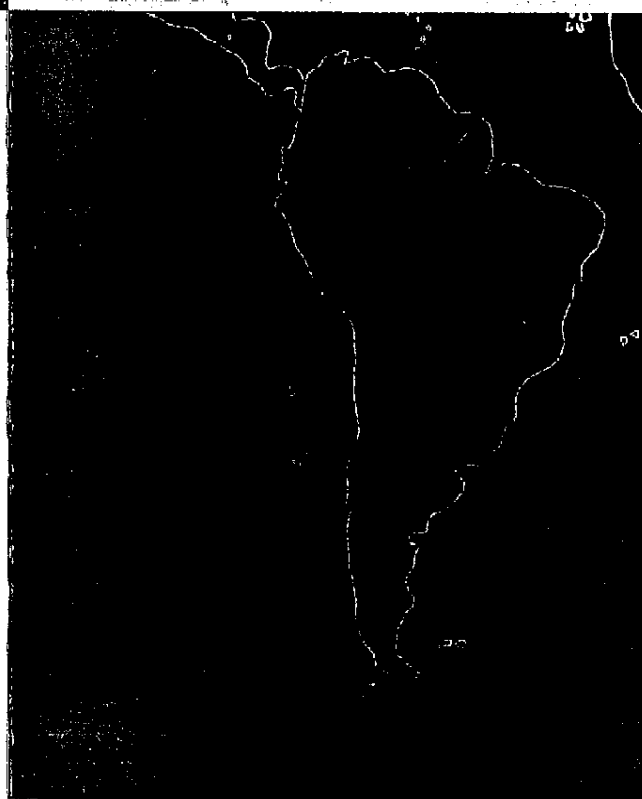
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If you have any comments, please detach this section of the brochure and leave it at the front desk.



FOR MORE INFORMATION GO TO:
www.pmintl.com

Philip Morris
International
Youth Smoking Prevention



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Our Global Commitment to Youth Smoking Prevention

Worldwide, Philip Morris International supports a variety of initiatives aimed at preventing youth smoking. Today, we are actively involved in more than 130 programs in nearly 70 countries to help prevent youth smoking, allied with respected organizations that work with and understand kids.

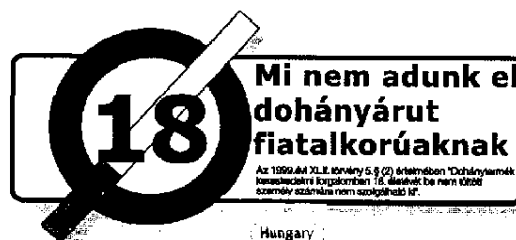
To fulfill Philip Morris International's commitment to address youth smoking around the world we have pledged to:

- Support minimum age laws in every country.
- Support youth access prevention programs everywhere.
- Support youth anti-smoking programs organized in concert with education and health officials in every country.
- Place the message "Underage Sale Prohibited" or equivalent on every cigarette package where legally feasible; and
- Work with governments and our competitors proactively to achieve the reforms necessary to reduce youth smoking in each country in which we operate.

Increasingly, our worldwide commitment is enhanced by partnering with local community groups and public coalitions. Effectively reducing youth smoking cannot be achieved by the tobacco industry alone and it remains Philip Morris International's goal to work with governments, parents, teachers, retailers, and other organizations.

Minimum-Age-to-Purchase Laws

Throughout the world, Philip Morris International actively advocates and supports laws that establish a minimum age of at least 18 for the lawful sale of tobacco products. These laws provide an important foundation for industry-supported coalitions working to prohibit minors' access to tobacco products. Today, approximately 90 countries outside the United States have such laws. Achieving the goal of minimum-age-to-purchase laws also requires enforcement. That is why we advocate legislation that penalizes minimum-age-to-purchase violations. For example, we supported the Hungarian government's implementation of a minimum-age-to-purchase law that includes fines for retailers who sell to minors.

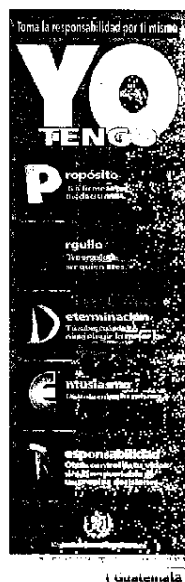


"Underage Sale Prohibited" Labels

Philip Morris International has committed to voluntarily placing an "Underage Sale Prohibited" or similar label on every package of cigarettes that it sells, wherever legally permissible. We use this label even where minimum age laws have not been enacted. For example, in several Latin American countries where there are no such laws, we use the message "Solo Para Adultos" or "Sómente Para Adultos" (For Adults Only).

A History of Government Support

Philip Morris International has a history of working with federal, state and municipal governments on a variety of youth smoking prevention initiatives. For example, our youth smoking prevention efforts have been supported by Ministries of Health, Education, Finance, Culture, Environment and Justice, Youth and Sports, as well as various city authorities, trade inspectorates, television and entertainment commissioners, and youth affairs administrations.

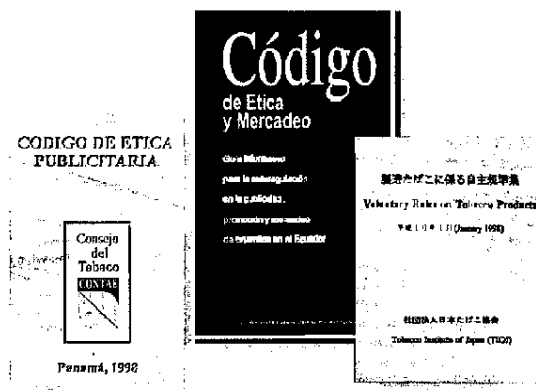


International Marketing Practices

Philip Morris International is committed to working with governments and our competitors to achieve the reforms necessary to reduce youth smoking in the countries in which we operate. We have taken steps to express this commitment in the way our cigarettes are advertised, marketed and sold in countries around the world.

We have unilaterally adopted a set of standards worldwide to ensure that our marketing efforts are directed solely toward adults who choose to smoke. Our standards are codified in the Philip Morris International Cigarette Marketing Code and are obligatory for all of our employees worldwide.

We also work with competitors in many countries to adopt industry marketing codes. Approximately 80 countries have adopted voluntary cigarette marketing codes to date.



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Russia

Youth Access Prevention Programs

Youth access prevention programs build upon minimum age to purchase laws by seeking to eliminate tobacco product availability to minors at the point of sale.

Philip Morris International participates in more than 70 youth access prevention programs in countries ranging from Mexico and Japan to Russia and Australia.

These programs forcefully communicate to our customers and trade partners that we do not want cigarettes sold to minors.



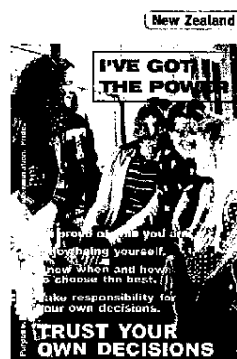
Japan



Australia

Youth Anti-Smoking Programs

Eliminating minors' access to tobacco products is an important step in our goal to reduce youth smoking. However this effort alone is not enough. We believe that education programs are critical to reducing youth smoking. Philip Morris International currently participates in more than 60 youth anti-smoking programs, including school-based education programs; television and radio anti-smoking advertising; and billboard and print media campaigns. These programs are running in countries as diverse as Romania, New Zealand, and Paraguay.



New Zealand



Romania



Paraguay

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